

ORDER



Orders	Order / Rev:	222
	Alt Order #:	06864170
	Product Desc:	JOE HECK 4 CONGRESS
	Estimate:	2937
	Flight Dates:	10/17/12 - 10/23/12
	Original Date / Rev:	10/16/12 / 10/19/12
	Order Type:	GENERAL
	Primary AE:	Amy McCreary
	Sales Office:	BLPHI
	Sales Region:	National

Agency	Name:	Strategic Media Placement, Inc.
	Buying Contact:	
	Billing Contact:	
	7669 Stagers Loop	
	Delaware, OH 43015	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Mark, Joe for Congress - Revised
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN
	New Business Thru:	
	Order Separation:	00:05:00
	Advertiser External ID:	
	Agency External ID:	

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	34	\$31,925.00	\$27,136.25
Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$31,925.00	\$27,136.25	0.00
Totals	34	\$31,925.00	\$27,136.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	99%	\$31,925.00
Market	100%	\$32,247.47

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$322.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/17/12	M-F 6-7a WakeUp w/Wagners		6-7a	--W---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/15/12		10/21/12		--W---		1		\$700.00		0.00					

Order / Rev: 107922
 Alt Order #: 06864170
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2937

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/18/12	10/18/12	M-F 6-7a WakeUp w/WagM	6-7a		---T---	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 ---T---															
E 3	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/WagM	6-7a		---F--	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 ---F--															
E 4	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12 10/28/12 M-----															
E 5	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/WagM	6-7a		-T-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12 10/28/12 -T-----															
E 7	KSNV	10/18/12	10/18/12	Today Show	CM	658a-9am	---T---	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 ---T---															
E 8	KSNV	10/19/12	10/19/12	Today Show	CM	658a-9am	---F--	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 ---F--															
E 9	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12 10/28/12 M-----															
E 10	KSNV	10/23/12	10/23/12	Today Show	CM	658a-9am	-T-----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12 10/28/12 -T-----															
E 11	KSNV	10/17/12	10/17/12	M-F Early News	CM	5-630p	--W----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 --W----															
E 12	KSNV	10/18/12	10/18/12	M-F Early News	CM	5-630p	---T---	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 ---T---															
E 13	KSNV	10/19/12	10/19/12	M-F Early News	CM	5-630p	---F--	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12 10/21/12 ---F--															
E 14	KSNV	10/22/12	10/22/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12 10/28/12 M-----															
E 15	KSNV	10/23/12	10/23/12		CM	5-630p	-T-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F Early News												
				M-F Early News												
						(5:00 PM-5:30 PM)										
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/22/12	10/28/12	-T-----		1	\$1,200.00							
E 16	KSNV	10/17/12	10/17/12	M-F Jeopardy		CM	630-7pm		--W----	:30	1	\$1,300.001	0.00	NM	1	\$1,300.00
				M-F Jeopardy												
				JEOPARDY												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	--W----		1	\$1,300.00							
E 17	KSNV	10/22/12	10/22/12	Jeopardy in PRIME		CM	M-SA 8-11p / SUNM-----			:30	1	\$1,300.001	0.00	NM	1	\$1,300.00
				Jeopardy in Prime												
				JEOPARDY												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/22/12	10/28/12	M-----		1	\$1,300.00							
E 18	KSNV	10/18/12	10/18/12	M-F Wheel		CM	7-730pm		---T---	:30	1	\$1,300.001	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune												
				WHEEL												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	---T---		1	\$1,300.00							
E 19	KSNV	10/23/12	10/23/12	M-F Wheel		CM	7-730pm		-T-----	:30	1	\$1,300.001	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune												
				WHEEL												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/22/12	10/28/12	-T-----		1	\$1,300.00							
E 20	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep		CM	730-758pm		--W----	:30	1	\$900.001	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report												
				FACE TO FACE												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	--W----		1	\$900.00							
E 21	KSNV	10/18/12	10/18/12	FacetoFace/Ralston Rep		CM	730-758pm		---T---	:30	1	\$900.001	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report												
				FACE TO FACE												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	---T---		1	\$900.00							
E 22	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep		CM	730-758pm		----F--	:30	1	\$900.001	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report												
				FACE TO FACE												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	----F--		1	\$900.00							
E 23	KSNV	10/22/12	10/22/12	RALSTON in PRIME		CM	8-11pm		M-----	:30	1	\$900.001	0.00	NM	1	\$900.00
				RALSTON in PRIME												
				FACE TO FACE												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/22/12	10/28/12	M-----		1	\$900.00							
E 24	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep		CM	730-758pm		-T-----	:30	1	\$900.001	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report												
				FACE TO FACE												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/22/12	10/28/12	-T-----		1	\$900.00							
E 25	KSNV	10/17/12	10/17/12	M-F News 3 at Eleven		CM	11pm-1135pm		--W----	:30	1	\$1,200.001	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven												
				LATE NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	--W----		1	\$1,200.00							
E 26	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven		CM	11pm-1135pm		---T---	:30	1	\$1,200.001	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven												
				LATE NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 10/15/12	10/21/12	--W----		1	\$1,200.00							

Print Date: 10/22/12 08:01:19 Page 4 of 4

Order / Rev: 107922
Alt Order #: 06864170
Flight Dates: 10/17/12 - 10/23/12

Advertiser:	Heck, Joe for Congress
Product Desc:	JOE HECK 4 CONGRESS
Estimate:	2937

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$1,200.00			0.00					
E 28	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$1,200.00			0.00					
E 29	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$1,200.00			0.00					
E 30	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				Sa-Su News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$1,100.00			0.00					
E 31	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				Sa-Su News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$1,100.00			0.00					
E 32	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.003	0.00	NM		1	\$150.00
				News 3 Sunrise SATURDAY											
				SAT NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$150.00			0.00					
E 33	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$625.00			0.00					
E 34	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.001	0.00	NM		1	\$750.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$750.00			0.00					
N 35	KSNV	10/21/12	10/21/12	Chris Matthews Show	CM	5a-8p	-----S	:30	1	\$600.001	0.00	NM		1	\$600.00
				Chris Matthews Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$600.00			0.00					